

California Department of Consumer Affairs

Senior Summit

Friday, May 12, 2006

Sacramento, CA

Education, Media Relations and Outreach for Non-English Speaking Seniors



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500 W. Temple Street, Room B-96
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Presentation Outline

- Who are your customers?
- About DCA
- Scams Targeting Seniors
- Outreach and Educational Initiatives

Who Are Your Customers?

2000 Data – L.A. County

- 9.9 Million Total Population
- 950,000 L.A. County Population Age 65+ (10%)
 - 515,000 – Caucasian
 - 220,000 – Latino
 - 119,000 – Asian
 - 87,000 – African American
 - 3,000 – Native American/Alaskan Native
- DCA Serves 750,000 Consumers Annually



About DCA

...”Enriching lives through effective and caring service...”



- 30 Years of Service to L.A. County Residents and Surrounding Communities
- Core Programs
 - Adult Protective Services
 - Consumer Protection Services
 - Dispute Settlement (Mediation Services)
 - Public Information and Community Outreach Program
 - Real Estate Fraud and Information Program
 - Self Help Legal Access Centers
 - Small Claims Court Advisor Program
 - Volunteer and Internship Program



Common Senior Complaints

- Affinity Fraud/Caregiver
- Forgery of Property Documents
- Identity Theft
- Prizes and Sweepstakes
- Home Improvement
- Investment Opportunities
 - Annuities

Outreach and Educational Initiatives

- Collaborate with Ethnic Media Outlets
- Partner with:
 - Community Based Organizations
 - Trade/Public Interest Associations
- Affiliate with Government Agencies
- Consider a “Plain Language” Initiative
- Become Computer and Internet Savvy

The Challenge

- Meeting the Emerging Needs of the Aging Population
- Addressing the needs of a Diverse Ethnic Population
- Accessing Technology
- Making “The Right” Decision – Information Overload
- Allocation of Resources

Thank you!

Gracias

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